

Order / Rev: 714001
 Alt Order #: 06316848
 Flight Dates: 09/18/12 - 10/01/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1781

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/18/12	09/28/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	2	\$800.00	P-3	0.00	NM	4	\$3,200.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	2		\$800.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- TWTF - -	2		\$800.00		0.00						
E 4	WKYC	09/18/12	09/18/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- T - - - -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- T - - - -	1		\$200.00		0.00						
E 5	WKYC	09/18/12	09/28/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	3	\$200.00	P-3	0.00	NM	6	\$1,200.00
MIDDAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	3		\$200.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- TWTF - -	3		\$200.00		0.00						
E 6	WKYC	09/18/12	09/28/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	4	\$300.00	P-3	0.00	NM	8	\$2,400.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	4		\$300.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- TWTF - -	4		\$300.00		0.00						
E 7	WKYC	09/18/12	09/28/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	4	\$350.00	P-3	0.00	NM	8	\$2,800.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	4		\$350.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- TWTF - -	4		\$350.00		0.00						
E 8	WKYC	09/18/12	09/28/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	4	\$450.00	P-3	0.00	NM	7	\$3,150.00
COMMENTS APPLY TO SUB LINES A THRU B ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	4		\$450.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- TWTF - -	3		\$450.00		0.00						
E 9	WKYC	09/18/12	09/28/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	2	\$350.00	P-3	0.00	NM	4	\$1,400.00
NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	2		\$350.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- TWTF - -	2		\$350.00		0.00						
E 10	WKYC	09/18/12	09/28/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	4	\$1,000.00	P-2	0.00	NM	7	\$7,000.00
COMMENTS APPLY TO SUB LINES A THRU B DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	4		\$1,000.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- TWTF - -	3		\$1,000.00		0.00						
E 11	WKYC	09/18/12	09/28/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	1	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	1		\$1,800.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- TWTF - -	1		\$1,800.00		0.00						
E 12	WKYC	09/18/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	2	\$800.00	P-3	0.00	NM	4	\$3,200.00
CHANNEL 3 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	- TWTF - -	2		\$800.00		0.00						
Week: 09/24/12		09/24/12	09/30/12	- TWTF - -	2		\$800.00		0.00						
E 13	WKYC	09/18/12	09/28/12		CM	7-730p	- TWTF - -	:30	1	\$1,800.00	P-3	0.00	NM	2	\$3,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7-730p Channel 3 News at 7P															
CH 3 NEWS AT 7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--		1				\$1,800.00		0.00			
Week:		09/24/12	09/30/12	- TWTF--		1				\$1,800.00		0.00			
E 14	WKYC	09/18/12	09/28/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF--	:30	7	\$800.00	P-3	0.00	NM	14	\$11,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--		7				\$800.00		0.00			
Week:		09/24/12	09/30/12	- TWTF--		7				\$800.00		0.00			
E 15	WKYC	09/18/12	09/28/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF--	:30	4	\$1,200.00	P-3	0.00	NM	8	\$9,600.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--		4				\$1,200.00		0.00			
Week:		09/24/12	09/30/12	- TWTF--		4				\$1,200.00		0.00			
E 16	WKYC	09/18/12	09/28/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF--	:30	4	\$400.00	P-3	0.00	NM	8	\$3,200.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--		4				\$400.00		0.00			
Week:		09/24/12	09/30/12	- TWTF--		4				\$400.00		0.00			
E 17	WKYC	09/18/12	09/29/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF--	:30	1	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
CH 3 NEWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--		1				\$1,800.00		0.00			
Week:		09/24/12	09/30/12	- TWTF--		1				\$1,800.00		0.00			
E 18	WKYC	09/24/12	10/01/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	2	\$6,500.00	P-3	0.00	NM	3	\$19,500.00
COMMENTS APPLY TO SUB LINES A THRU B THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----		2				\$6,500.00		0.00			
Week:		10/01/12	10/07/12	M-----		1				\$6,500.00		0.00			
E 19	WKYC	09/22/12	09/29/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	0.00	NM	2	\$1,600.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1				\$800.00		0.00			
Week:		09/24/12	09/30/12	-----S-		1				\$800.00		0.00			
E 20	WKYC	09/23/12	09/30/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	2	\$1,600.00
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$800.00		0.00			
Week:		09/24/12	09/30/12	-----S		1				\$800.00		0.00			
E 21	WKYC	09/20/12	09/20/12	Thu Prime A Thu Prime A	CM	8-9p	---T---	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
30 ROCK/UP ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1				\$2,500.00		0.00			
E 22	WKYC	09/18/12	09/25/12	Tue Prime C Tue Prime C	CM	10-11p	-T-----	:30	1	\$3,500.00	P-3	0.00	NM	2	\$7,000.00
PARENTHOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1				\$3,500.00		0.00			
Week:		09/24/12	09/30/12	-T-----		1				\$3,500.00		0.00			
E 23	WKYC	09/18/12	09/25/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$4,000.00	P-3	0.00	NM	2	\$8,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-----					1	\$4,000.00		0.00			
		Week: 09/24/12	09/30/12	-T-----					1	\$4,000.00		0.00			
E 24	WKYC	09/24/12	10/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$450.00	P-3	0.00	NM	2	\$900.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----					1	\$450.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$450.00		0.00			
E 25	WKYC	09/24/12	10/01/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----					1	\$1,000.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$1,000.00		0.00			
E 26	WKYC	09/24/12	10/01/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$800.00	P-3	0.00	NM	2	\$1,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----					1	\$800.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$800.00		0.00			
E 27	WKYC	09/24/12	10/01/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----					1	\$1,200.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$1,200.00		0.00			
E 28	WKYC	09/24/12	10/01/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	1	\$400.00	P-3	0.00	NM	2	\$800.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----					1	\$400.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$400.00		0.00			
N 29	WKYC	09/19/12	09/21/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
GOOD COMPANY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					3	\$200.00		0.00			
N 30	WKYC	09/19/12	09/28/12	M-F 10-11a M-F 10-11a	CM	10a-11a	-TWTF--	:30	1	\$150.00	P-3	0.00	NM	5	\$750.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					2	\$150.00		0.00			
		Week: 09/24/12	09/30/12	-T-----					3	\$150.00		0.00			
													Totals	128	\$112,550.00